

# Assessment: Course Four Column



## Courses (BUS) - Marketing

### MKT 211: Intro to Professional Sales

Course Outcomes	Assessment Measures	Results	Actions
<p><b>Professional selling</b> - Understand the basic principles of professional selling  <b>Course Outcome Status:</b> Active  <b>Next Assessment:</b> 2020-2021  <b>Start Date:</b> 07/18/2016</p>	<p><b>Exam</b> - Chapter 3 Case and Exam 1  <b>Criterion:</b> 75% or higher on each measure as an average</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes                      Average score for Exam 1 was 83% and for Chapter 3 Case 85% (07/18/2016)</p>	<p><b>Action:</b> For Exam 1 I will replace three of the questions that over 50% of the students provided an incorrect answer. I believe it is how the question is worded but will replace these questions with new ones.</p> <p>No changes planned for the Chapter 3 Case assignment. (07/18/2016)</p>
<p><b>Evaluate prospects</b> - Demonstrate the ability to evaluate prospects.  <b>Course Outcome Status:</b> Active  <b>Next Assessment:</b> 2020-2021  <b>Start Date:</b> 07/18/2016</p>	<p><b>Exam</b> - Chapter 5 Case and Exam 1  <b>Criterion:</b> 75% or higher on each measure as an average</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes                      Average score for Exam 1 was 83% and for Chapter 5 Case 86% (07/18/2016)</p>	<p><b>Action:</b> For Exam 1 I will replace three of the questions that over 50% of the students provided an incorrect answer. I believe it is how the question is worded but will replace these questions with new ones.</p> <p>No changes planned for the Chapter 5 Case assignment. (07/18/2016)</p>
<p><b>Handle objections and gain commitment</b> - Demonstrate an understanding of how to handle objections and gain commitment.  <b>Course Outcome Status:</b> Active  <b>Next Assessment:</b> 2020-2021  <b>Start Date:</b> 07/18/2016</p>	<p><b>Exam</b> - Chapter 8 Case and Exam 1  <b>Criterion:</b> 75% or higher on each measure as an average</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes                      Average scores for Exam 1 was 83% and for Chapter 8 Case 86% (07/18/2016)</p>	<p><b>Action:</b> For Exam 1 I will replace three of the questions that over 50% of the students provided an incorrect answer. I believe it is how the question is worded but will replace these questions with new ones.</p>

Course Outcomes	Assessment Measures	Results	Actions
<p><b>Importance of customer sales call strategy</b> - Demonstrate an understanding of the importance of customer sales call strategy.  <b>Course Outcome Status:</b> Active  <b>Next Assessment:</b> 2020-2021  <b>Start Date:</b> 07/18/2016</p>	<p><b>Exam</b> - Chapter 10 Case and Exam 2  <b>Criterion:</b> 75% or higher on each measure as an average</p>	<p><b>Reporting Period:</b> 2015-2016  <b>Criterion Met:</b> Yes  Average scores for Exam 2 was 86% and for Chapter 10 Case 82% (07/18/2016)</p>	<p>No changes planned for the Chapter 8 Case assignment. (07/18/2016)</p> <p><b>Action:</b> For Exam 2 I will replace five of the questions that over 50% of the students provided an incorrect answer. I believe it is how the question is worded but will replace these questions with new ones.</p> <p>No changes planned for the Chapter 10 Case assignment. (07/18/2016)  <b>Follow-Up:</b> Summer 2016 will be my fourth semester teaching this course. Summer 2015 had the largest enrollment to date and students enjoy the condensed time frame format and the material covered. With consistent positive student feedback, and positive achievement of stated learner outcomes, I will make minor improvements to the exam questions but not modify either the discussion questions nor the Chapter Case assignments as all three deliverables are of high quality and value to student learning. (07/18/2016)</p>